

Listing of Claims:

Claim 1: (Currently Amended) A system~~set-top box~~, comprising:
memory storing computer readable instructions that, when executed, cause the set top box
~~to:~~
a set-top box configured to:
receive a broadcast stream, a portion of the broadcast stream having a first priority indicator;
receive media separate from the broadcast stream, the media having a second priority indicator greater than the first priority indicator;
receive a signal configured to modify the first priority indicator from a first priority to a second priority;
modify the first priority indicator from the first priority to the second priority in response to receiving the signal;
determine whether the modified first priority indicator is greater than the second priority indicator; and
replace the portion of the broadcast stream with the separate media in response to determining that the modified first priority indicator is lower than the second priority indicator.

Claim 2: (Currently Amended) The system~~The set-top box~~ of Claim 1 wherein the first and second priority indicators comprise at least one of a number, a letter, and a symbol.

Claim 3: (Currently Amended) The system~~The set-top box~~ of Claim 1 wherein the separate media and the broadcast stream are the same media.

Claim 4: (Currently Amended) The system~~The set-top box~~ of Claim 1 wherein the separate media and the broadcast stream are different media.

Claim 5: (Currently Amended) The system~~The set-top box~~ of Claim 1 wherein an event triggers an insertion of the separate media into the broadcast stream.

| Claim 6: (Currently Amended) ~~The system~~The set-top box of Claim 5 wherein the event includes an arrival of an e-mail message.

| Claim 7: (Currently Amended) ~~The system~~The set-top box of Claim 1 wherein the signal configured to change the first priority indicator is programmed by a time mark.

| Claim 8: (Currently Amended) ~~The system~~The set-top box of Claim 1 further wherein one or more additional priority indicators are associated with the broadcast stream using at least one of a pilot tone and a watermark.

| Claim 9: (Currently Amended) ~~The system~~The set-top box of Claim 1 wherein the first and second priority indicators are user specified.

| Claim 10: (Currently Amended) ~~The system~~The set-top box of Claim 1 wherein the set-top box is part of a television system or radio system.

Claim 11: (Previously Presented) A method of inserting media into a broadcast stream, the method comprising:

receiving, at a set-top box, a broadcast stream having a first priority indicator, wherein the first priority indicator is associated with a portion of the first broadcast stream;

receiving, at the set-top box, media separate from the broadcast stream and having a second priority indicator lower than the first priority indicator;

receiving, at the set-top box, a signal configured to modify the first priority indicator from a first priority to a second priority;

modifying, at the set-top box, the first priority indicator from a first priority to a second priority in response to receiving the signal;

determining, at the set-top box, whether the modified first priority indicator is greater than the second priority indicator; and

in response to determining that the modified first priority indicator is lower than the second priority indicator, inserting the separate media into the broadcast stream.

Claim 12: (Previously Presented) The method of Claim 11 wherein the first and second priority indicators comprise at least one of a number, letter and symbol.

Claim 13: (Previously Presented) The method of Claim 11 wherein the separate media and the broadcast stream are the same media.

Claim 14: (Previously Presented) The method of Claim 11 wherein the separate media and the broadcast stream are different media.

Claim 15: (Previously Presented) The method of Claim 11 wherein an event triggers an insertion of the separate media into the broadcast stream.

Claim 16: (Previously Presented) The method of Claim 15 wherein the event includes an arrival of an e-mail message.

Claim 17: (Previously Presented) The method of Claim 11 wherein a plurality of priority indicators are each associated with a different portion of the broadcast stream, wherein the plurality of priority indicators are embedded into the broadcast stream using at least one of a pilot tone and a watermark.

Claim 18: (Previously Presented) The method of Claim 11 wherein a plurality of priority indicators are each associated with a different portion of the broadcast stream based on a geographic area.

Claim 19: (Previously Presented) The method of Claim 11 wherein the signal configured to change the first priority indicator of the media insertion is programmed by a time mark, the time mark synchronizing the separate media insertion with the broadcast stream.

Claims 20-25: (Cancelled).

Claim 26: (Currently Amended) A tangible machine-readable storage medium ~~tangibly~~ embodying a sequence of instructions executable by ~~the machine~~ ~~a set-top box~~ to perform a method for inserting media into a broadcast stream, the method comprising:

receiving a broadcast stream having a first priority indicator, wherein the first priority indicator is associated with a portion of the broadcast stream;

receiving a separate media having a second priority indicator lower than the first priority indicator;

receiving a signal to modify the first priority indicator from a first priority to a second priority;

modifying the first priority indicator from the first priority to the second priority in response to receiving the signal;

determining whether the modified first priority indicator is greater than the second priority indicator; and

in response to determining that the modified first priority indicator is lower than the second priority indicator, inserting the separate media into the broadcast stream.

Claim 27: (Previously Presented) The machine-readable storage medium of Claim 26 wherein the first and second priority indicators comprise at least one of a number, a letter and a symbol.

Claim 28: (Previously Presented) The machine-readable storage medium of Claim 26 wherein the separate media and the broadcast stream are the same media.

Claim 29: (Previously Presented) The machine-readable storage medium of Claim 26 wherein the separate media and the broadcast stream are different media.

Claim 30: (Previously Presented) The machine-readable storage medium of Claim 26 wherein an event triggers an insertion of the separate media into the broadcast stream.

Claim 31: (Previously Presented) The machine-readable storage medium of Claim 30 wherein the event includes an arrival of an e-mail message.

Claim 32: (Previously Presented) The machine-readable storage medium of Claim 26 wherein a plurality of additional priority indicators are each associated with a different portion of the broadcast stream, the plurality of additional priority indicators embedded into the broadcast stream using a pilot tone or watermark.

Claim 33: (Previously Presented) The machine-readable storage medium of Claim 26 wherein a plurality of additional priority indicators are each associated with a different portion of the broadcast stream based on a subdivision or geographic area, the plurality of additional priority indicators allowing broadcasters to sell advertising space for the particular subdivision or geographic area.

Claim 34: (Previously Presented) The machine-readable storage medium of Claim 26 wherein the priority indicators are user assigned to the separate media.

Claim 35: (Canceled).

Claim 36: (Cancelled).

Claim 37: (Currently Amended) The system set-top box of claim 1, wherein the signal is programmed by a time mark.

Claim 38: (Currently Amended) The system set-top box of claim 1, wherein the memory further includes instructions that, when executed, cause the set-top box is further configured to: determine that the first priority indicator is greater than the second priority indicator prior to receiving the signal; and

delaying the insertion of the separate media into the broadcast stream until the first priority indicator is modified.